

Perfumology

Etymology of *Perfume*

The word perfume comes from the Latin phrase, *per fumum*, meaning “through smoke”.

The History of Perfumes

The role of fragrances has been large within ancient civilizations. Aromatic artifacts date as far back as 3500 BC.

Uses of Perfume (varied from the following):

- embalming
- mummification
- scenting food
- carrying messages to deities
- medicinal purposes (an example of medicinal purpose is *aroma therapy*)

The Egyptians, Greeks, and Romans rubbed their moist skin, using fragrances and oils for personal hygiene.

The Arabs developed sophisticated techniques of distillation and perfume-making. They also were the first to blend fruits, flowers, and herbs, with animal perfumes such as civet, ambergris, and musk.

During the Renaissance, the use of fragrance developed into a way to express moods and evoke certain behavioral responses. **Nouveau Paris** describes this process as *liquid emotion*.

Effects of Perfume: Ranged from the following:

- expanded trade, as most raw materials, aromatic spices and herbs were imported from China, India, Persia and Arabia,
- expanded empires with its seductiveness, as Cleopatra once had done

In the late 1300s, Hungary Water was introduced. This was the precursor to modern perfume, also the first alcohol-based fragrance. Hungary Water was created for Queen Elizabeth of Hungary.

Contents of the original Hungary Water:

Rosemary, marjoram and pennyroyal, distilled in wine alcohol.

With our present technology, raw materials may be imported from all over the world. **Nouveau Paris** harnesses raw materials from all over the world to produce luxurious fragrances known to be *layer-capable* (LC). Then the firm channels its raw materials to its production through France, where finalization processes occur within the United States.